



## Talking with Businesses About Going Smoke-Free— Community Tool Kit

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Developing relationships takes time and sometimes extra support is needed for businesses to feel comfortable with change. Here are a few starting points for working with businesses that are transitioning to smoke-free status.

Identify possible establishments that may require additional support in making the transition to be smoke-free

- Narrow your list down to a manageable number based on your time, community size, and level of awareness.

Do your homework

- Identify the business owner or person who has the authority to make decisions.
- Determine if they have more than one location.
- Find out what type of smoking environment they provide.
- Identify their type of customers.
- Learn what has kept them from going smoke-free.
- Determine their main concerns about going smoke-free.
  - Anticipate their objections and develop positive solutions.
- Know what your local policies are regarding the 25-foot and enforcement rules.

Prepare a packet that includes the following materials – where possible tailor each with your personal contact information:

- Retailer Education Letter
- Benefits and Checklist for Businesses
- Fact Sheet for Businesses
- Brochure for Businesses
- Signage (11" X 8.5")
- No Smoking Sticker (7" X 5")

Prepare your pitch

- What approach will you use?
- Develop your responses based on what you think their main concerns about going smoke-free might be.
- Be enthusiastic about the new regulation.

Practice your pitch using key messages and talking points (See Sample Key Messages and Talking Points)

Visit your selected businesses

- Choose your timing carefully. Do not visit during their busy times.
- Take the packet of materials you have prepared.
- Be prepared to give your pitch and answer questions.
- Remember to use your key messages.
- Offer to follow-up with them and to support them in making the change.